

1 1. A method comprising:
2 transmitting enhanced television content; and
3 transmitting an announcement for said enhanced
4 television content, said announcement including a session
5 identifier having a value announcing the availability of an
6 electronic programming guide for said enhanced television
7 content.

1 2. The method of claim 1 wherein transmitting an
2 announcement includes transmitting the announcement in a
3 session description protocol.

1 3. The method of claim 2 wherein transmitting an
2 announcement includes transmitting a unique session
3 identifier which identifies an electronic programming
4 guide.

1 4. The method of claim 3 including transmitting a
2 session identifier which is a unique number.

1 5. The method of claim 4 wherein transmitting a
2 session identifier includes transmitting the number
3 2208988800.

1 6. The method of claim 1 including transmitting a
2 session name.

1 7. The method of claim 6 wherein transmitting a
2 session name includes transmitting a human readable session
3 name indicative of an electronic programming guide.

1 8. An article comprising a medium storing
2 instructions that enable a processor-based system to:
3 transmit enhanced television content; and
4 transmit an announcement for said enhanced
5 television content, said announcement including a session
6 identifier having a value announcing the availability of an
7 electronic programming guide for said enhanced television
8 content.

1 9. The article of claim 8 further storing
2 instructions that enable the processor-based system to
3 transmit the announcement in a session description
4 protocol.

1 10. The article of claim 9 further storing
2 instructions that enable the processor-based system to
3 transmit a unique session identifier that identifies an
4 electronic programming guide.

1 11. The article of claim 10 further storing
2 instructions that enable the processor-based system to
3 transmit a session identifier that is a unique number.

1 12. The article of claim 11 further storing
2 instructions that enable the processor-based system to
3 transmit the number 2208988800.

1 13. The article of claim 8 further storing
2 instructions that enable the processor-based system to
3 transmit a human readable session name indicative of an
4 electronic programming guide.

1 14. A system comprising:
2 a processor-based transmitter; and
3 a storage, coupled to said processor-based
4 transmitter, said storage storing instructions that enable
5 enhanced television content and an announcement for said
6 enhanced television content to be transmitted, said
7 announcement including a session identifier having a value
8 announcing the availability of an electronic programming
9 guide for said enhanced content.

1 15. The system of claim 14 wherein said storage
2 further stores instructions that enable the device to
3 transmit a session identifier that is a unique number.

1 16. The system of claim 15 wherein said storage
2 stores instructions that enable the device to transmit the
3 number 2208988800.

1 17. A method comprising:
2 enabling a receiver to receive enhanced
3 television content; and
4 enabling the extraction from said content of an
5 announcement for said enhanced television content, said
6 announcement including a session identifier having a value
7 announcing the availability of an electronic programming
8 guide.

1 18. The method of claim 17 including determining
2 whether the enhanced television content includes an
3 electronic programming guide.

1 19. The method of claim 18 including determining
2 whether an electronic programming guide has already been
3 cached.

1 20. The method of claim 19 including processing the
2 announcement without regard for the electronic programming
3 guide if the programming guide is already cached.

1 21. An article comprising a medium storing
2 instructions that enable a processor-based system to:
3 enable a receiver to receive enhanced television
4 content; and

5 enable the extraction from said content of an
6 announcement for said enhanced television content, said
7 announcement including a session identifier having a value
8 announcing the availability of an electronic programming
9 guide.

1 22. The article of claim 21 further including
2 instructions that enable the processor-based system to
3 determine whether the enhanced television content includes
4 a programming guide.

1 23. The article of claim 22 further storing
2 instructions that enable the processor-based system to
3 determine whether the electronic programming guide has
4 already been cached and if so, process the announcement
5 without regard to the electronic programming guide.

1 24. A system comprising:
2 a processor-based receiver; and
3 a storage coupled to said processor-based
4 receiver, said storage storing instructions that enable the
5 extraction, from enhanced television content received by

6 said receiver, of an announcement for said enhanced
7 television content, said announcement including a session
8 identifier having a unique value announcing the
9 availability of an electronic programming guide.

1 25. The system of claim 24 wherein said storage
2 stores instructions that enable the extraction of a value
3 corresponding to the number 2208988800.